



WXYZ

ORDER

Print Date 10/02/12

Page 1 of 4

Flight Dates **10/31/12-11/05/12**

Contract / Revision **312758 /** **Protecting Michigan Taxpayers**

Original Date / Revision Agency Com 15%

09/26/12 09/27/12 Billing Contact

Advertiser **Protecting Michigan Taxpay**
P. O. Box 25093
Alexandria, VA 22313

Agency **Main Street Media**

Buying Contact
P. O. Box 25093
Alexandria, VA 22313
Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00

Estimate # **1062**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	65	\$149,345.00	\$175,700.00	0.00	10/29/12	11/05/12	65	\$149,345.00	\$175,700.00
Totals	65	\$149,345.00	\$175,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	11/01/12	11/05/12	5am News M-F 5am News M-F	CM	5-6am M-F	1--1---	:30	2	\$900.00	FX	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	1--1---			2		\$900.00		0.00				
N 2	WXYZ	10/31/12	11/02/12	6am News M-F Action News 6am	CM	6-7am M-F	--1-1--	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	--1-1--			2		\$1,800.00		0.00				
N 3	WXYZ	10/31/12	11/05/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	1-111--	:30	4	\$2,000.00	FX	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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Page 2 of 4

Contract / Revision **312758** Flight Dates **10/31/12-11/05/12**

Hiatus Dates

Original Date / Revision 09/26/12/ 09/27/12

Order Sep 00:20:00

Advertiser **Protecting Michigan Taxpa** Product **Protecting Michigan Taxpay** Estimate # **1062**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WXYZ	10/31/12	11/05/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	1-111--	:30	4	\$2,000.00	FX	0.00 NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/31/12	11/06/12	1-111--	4		\$2,000.00		0.00					
N 4	WXYZ	10/31/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	1-111--	:30	4	\$1,000.00	FX	0.00 NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/31/12	11/06/12	1-111--	4		\$1,000.00		0.00					
N 5	WXYZ	10/31/12	11/05/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	1-111--	:30	4	\$800.00	P-2	0.00 NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/31/12	11/06/12	1-111--	4		\$800.00		0.00					
N 6	WXYZ	10/31/12	11/05/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	1-111--	:30	4	\$1,500.00	FX	0.00 NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/31/12	11/06/12	1-111--	4		\$1,500.00		0.00					
N 7	WXYZ	10/31/12	11/05/12	12-1pm M-F 12-1pm	CM	12-1pm	1-111--	:30	4	\$1,200.00	FX	0.00 NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/31/12	11/06/12	1-111--	4		\$1,200.00		0.00					
N 8	WXYZ	10/31/12	11/05/12	M-F 1p-2p The Chew	CM	1-2pm M-F	1-111--	:30	4	\$800.00	P-3	0.00 NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/31/12	11/06/12	1-111--	4		\$800.00		0.00					
N 9	WXYZ	10/31/12	11/05/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	1-111--	:30	4	\$800.00	P-3	0.00 NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/31/12	11/06/12	1-111--	4		\$800.00		0.00					
N 10	WXYZ	10/31/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	1-111--	:30	4	\$1,000.00	P-3	0.00 NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/31/12	11/06/12	1-111--	4		\$1,000.00		0.00					
N 11	WXYZ	10/31/12	11/02/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	--1-1--	:30	2	\$1,400.00	FX	0.00 NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/31/12	11/06/12	--1-1--	2		\$1,400.00		0.00					
N 12	WXYZ	10/31/12	11/05/12	5p News 5-6pm M-F	CM	5-6pm M-F	1-111--	:30	4	\$2,000.00	FX	0.00 NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/31/12	11/06/12	1-111--	4		\$2,000.00		0.00					
N 13	WXYZ	11/01/12	11/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	1--1---	:30	2	\$2,500.00	FX	0.00 NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/31/12	11/06/12	1--1---	2		\$2,500.00		0.00					
N 14	WXYZ	10/31/12	11/02/12	7p News M-F 7-730p	CM	7-730pm M-F	--1-1--	:30	2	\$2,500.00	FX	0.00 NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/31/12	11/06/12	--1-1--	2		\$2,500.00		0.00					
N 15	WXYZ	11/01/12	11/05/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	1--1---	:30	2	\$3,000.00	FX	0.00 NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



WXYZ

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Page 3 of 4

Contract / Revision **312758** Flight Dates **10/31/12-11/05/12**

Hiatus Dates

Original Date / Revision 09/26/12/ 09/27/12

Order Sep 00:20:00

Advertiser **Protecting Michigan Taxpa** Product **Protecting Michigan Taxpay** Estimate # **1062**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N15	WXYZ	11/01/12	11/05/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	1--1---	:30	2	\$3,000.00	FX	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	1--1---		2				\$3,000.00		0.00			
N16	WXYZ	11/05/12	11/05/12	MO 8-10pm Dancing MO 8-10pm Dancing	CM	8-10p	M-----	:30	1	\$20,000.00	FX	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	M-----		1				\$20,000.00		0.00			
N17	WXYZ	10/31/12	11/04/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun--	--1-111	:30	4	\$5,000.00	FX	0.00	NM	4	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	--1-111		4				\$5,000.00		0.00			
N18	WXYZ	11/01/12	11/05/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M--	1--1---	:30	2	\$2,500.00	FX	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	1--1---		2				\$2,500.00		0.00			
N19	WXYZ	10/31/12	10/31/12	Wednesday Prime C Wednesday Prime C	CM	10-11pm Wednesd-	--W----	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	--W----		1				\$7,500.00		0.00			
N20	WXYZ	11/01/12	11/01/12	Thursday Prime B Thursday Prime B	CM	9-10pm Thursday	---T---	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	---T---		1				\$18,000.00		0.00			
N21	WXYZ	11/02/12	11/02/12	Friday Prime C Friday Prime C	CM	10-11pm Friday	----F--	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	----F--		1				\$5,000.00		0.00			
N22	WXYZ	11/03/12	11/03/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	-----S-		1				\$900.00		0.00			
N23	WXYZ	11/03/12	11/03/12	Early News Sa 7p (Foll Sa 7-8p	CM	7pm Sat	-----S-	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	-----S-		1				\$2,000.00		0.00			
N24	WXYZ	11/03/12	11/03/12	ABC Saturday Night Foc ABC's Saturday Night Foc	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	-----S-		1				\$3,000.00		0.00			
N25	WXYZ	11/04/12	11/04/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	-----S		1				\$900.00		0.00			
N26	WXYZ	11/04/12	11/04/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	-----S		1				\$1,800.00		0.00			
N27	WXYZ	11/04/12	11/04/12	Sunday Prime A Sunday Prime A	CM	7-8pm Sunday	-----S	:30	1	\$8,000.00	FX	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	-----S		1				\$8,000.00		0.00			



WXYZ

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Page 4 of 4

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Hiatus Dates

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Order Sep 00:20:00

Advertiser **Protecting Michigan Taxpa** Product **Protecting Michigan Taxpay** Estimate # **1062**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N27	WXYZ	11/04/12	11/04/12	Sunday Prime A Sunday Prime A	CM	7-8pm Sunday	-----S	:30	1	\$8,000.00	FX	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	-----S			1			\$8,000.00		0.00			
N28	WXYZ	11/04/12	11/04/12	Sunday Prime C Revenge	CM	9-10pm Sunday	-----S	:30	1	\$15,000.00	FX	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	-----S			1			\$15,000.00		0.00			
Totals														65	\$175,700.00